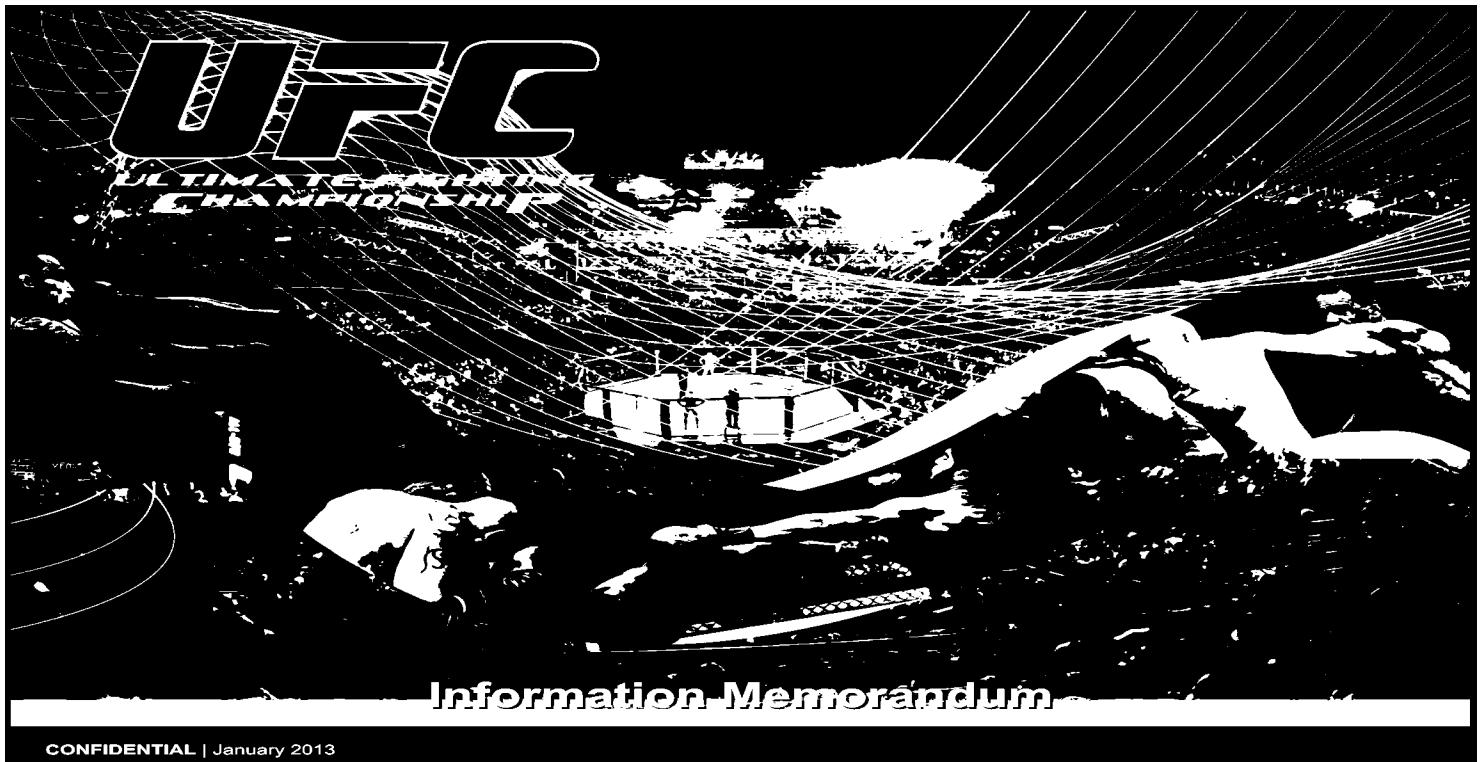


Exhibit 112

RAINE0000019 (excerpted)



8 Unique and Difficult to Replicate Business Model



UFC has become the largest, most recognized and most profitable brand in combat sports

Unique and Difficult to Replicate Business Model



- Top combat sport organization with an unparalleled content library with over 10,000 hours of content and approximately 400 hours of new content produced annually
- Difficult to replicate distribution model and currently no competitors on a domestic or global basis
- Over 425 fighters are under multi-fight exclusive contracts, with marquee fighters having longer-term contracts
- Platform offers fighters unmatched earnings potential and superior opportunities to monetize their personal brand with sponsorship and licensing deals
- Partnership with leading media companies in Brazil – exclusive relationship with Globo for MMA content and only international MMA organization broadcast on Globosat

